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Office of the Governor

CODY B. STEWART
Energy Advisor

SAMANTHA MARY JULIAN
Director, Office of Energy Development

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Contact:

Samantha Mary Julian, Director
801-538-8726
sjulian@utah.gov

Tracie Cayford
801-541-3352
traciec@utah.gov

Governor's Office of Energy Development Expands Communication Outreach *New Communications and Marketing Manager Hired*

Salt Lake City – The Office of Energy Development (OED), a subdivision of the Governor's Office, has announced the appointment of Tracie Cayford as the new communications and marketing manager, effective June 10, 2013.

"I am so excited to welcome Tracie to the Office of Energy Development team, where her broad expertise and much-lauded competency will help to expand the office's reach and advance the Governor's energy vision in ways that would have been a challenge without her," said Samantha Mary Julian, director of the Office of Energy Development. "I am deeply appreciative of her willingness to join our team, and to take the lead on crafting the messages and strategies that will be critical to cementing Utah's identity as a leader in responsible energy development."

Cayford is currently the deputy director of Communications, Operations, and Fulfillment of the Utah Office of Tourism, an agency of the Governor's Office of Economic Development (GOED), a position she has held since September 2005.

"I am honored to have this opportunity to help build a communications program with the Office of Energy Development and create partnerships with business development and tourism," said Cayford. "This appointment will allow me to utilize my talents to help brand the office and continue my service to the State of Utah."

Cayford started her career in state government in the tourism office in 1997, formerly the Utah Travel Council. She also served as the media relations director of the Utah Department of Community and Economic Development and communications director of the Governor's Office of Economic Development. An experienced print and broadcast journalist, she worked at Salt Lake City radio and television stations for 15 years. Cayford was an anchor, editor, and reporter at KSL Radio for six years.

She holds bachelor's and master's degrees in communications from Brigham Young

University. Cayford is also a Certified Public Manager (CPM). She and her husband reside in South Jordan and are the parents of three children.

About the Office of Energy Development (OED)

Web: www.energy.utah.gov

Governor Gary R. Herbert recognizes energy as one of the four cornerstones of Utah's strength, along with education, job creation, and self-determination. In recognition of this priority, the Office of Energy Development (OED) was created in 2011, with a mission to provide leadership in the balanced development of Utah's abundant energy resources, through public and private partnerships that foster economic prosperity, energy independence, and a reliable, affordable energy supply. Through its economic development and policy efforts, OED helps to advance the responsible development and utilization of all energy resource types.

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